Research Proposal of the Thesis Entitled

An Exploratory Study of Consumer Behavior pertaining to Online Shopping in Gujarat during unforeseen and Chaotic Situations

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by

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Abstract

Since the outbreak of Coronavirus since end of 2019, it has been observed that world has taken a different turn in various sectors. There are various socioeconomic problems which world is continuously facing since then. Post-Covid also there has been observed a great transformation in buying habits among the buying habits of individuals living in Gujarat. It is having a great culture of traditional shopping in various local shops. Even after invasion of mall culture also various habits of buying from shops and mandis never changed. After development of online shopping platforms in various sectors like food, clothing, insurance etc there was a minor shift observed among the consumer behavior among individuals of Ahmedabad. Current research focuses on online shopping consumer behavior among residents of Ahmedabad post Covid. Study is an exploratory study of various factors which focuses on how the online shopping behavior perception has changed in various sectors like FMCG, food, clothing etc.

Keywords:

Shopping Behaviour, Consumer Behaviour, perception, attitude

Problem Definition

We observe the online trend much among cities like Bengaluru, Mumbai , Calcutta etc. Still there is a Class of people who prefer to only purchase products via retail and face to face shopping. In this study we are going to understand consumer behavior of individuals residing in various states of Gujarat while they are doing online shopping. Some previous research have been done which is mainly done abroad or some metro cities and of course in pre-pandemic period. As in Gujarat previously Online shopping was not much welcomed but during pandemic there has been observed a shift in mindset of individuals towards online shopping during pandemic. This change is observed in terms of lots of commodities including FMCG, electronics, clothing, foodstuffs etc. As observed from various studies which have been conducted as a part of literature review it has been observed that they have provided various views regarding online shopping. I would try to develop a study which would focus on the online shopping behavior of individuals in Ahmedabad post covid in various areas. This would be unique research it its type as it is conducted for the very first time after covid and there might be new insights reflected after exploratory study has been conducted which can lead to conclusions and recommendation which will open more ways for future shopper and entrepreneurs.

Objectives of Research:

Main research objectives are as follows :

1. To understand the online shopping behavior among respondent's during covid in Gujarat.

2.To determine various products (Clothing , food , policies , insurance and banking products)available online and to understand their feasibility to be purchased online.

3. To identify and understand the impact of various demographic characteristics while doing online shopping.

4. In-depth study on various factors influencing online consumer behavior during pandemic in Gujarat

Research Questions

Demographic Factors

1. Is there any relationship between gender and online shopping behaviour during chaotic situations in Gujarat?
2. Do there occurs any differentiation between age and online shopping behaviour during chaotic situations in Gujarat?
3. Is there any relationship connecting family income and online shopping behaviour during chaotic situations in Gujarat?
4. Is there any relationship between educational qualification and online shopping behaviour during chaotic situations in Gujarat?

Psychographic Factors

5. Is there any reality of existence of risk and online shopping behaviour among respondents during chaotic situations in Gujarat?
6. Do there exists any relationship between saving of time and online shopping behaviour during chaotic situations in Gujarat?
7. Is there any relationship between shopping enjoyment and online shopping behaviour during chaotic situations in Gujarat?
8. Is there any relationship between trust among the respondents and online shopping behaviour during chaotic situations in Gujarat ?
9. Is there any relationship between post covid innovations and online shopping behaviour during chaotic situations in Gujarat ?
10. Is there any link between cancellation policy and online shopping behaviour during chaotic situations in Gujarat?

11. Is there any association between service facility and online shopping behaviour during chaotic situations in Gujarat ?
12. Is there exists any correlation between innovative strategies and online shopping behaviour during chaotic situations in Gujarat?

Review of Literature

Kandarp Singh and Rituparna basu conducted a study "Online shopping behavior of consumers: Research and Evaluation Program"(2023). This paper attempts to examine this location in order to desperately assess the research gaps in this area and provide directions for impending research. Applying a efficient methodology based on the TCCM framework (theory, context, characteristics and methodology), 197 articles on consumer online purchasing behavior were reviewed. The results show that the application of the theory is still constrained in the current literature that centers more on developed countries. Although studies have mainly focused on categories such as clothing and groceries, in terms of methodology, empirical and survey-based studies are the most widespread. In addition, the article suggests some directions for future research. Combined theories should be used to better understand consumer acceptance of technology for online shopping. Similarly, studies in other groupings such as online luxury experiences and services or used goods, then linked to new construction reflect payment method issues, The quality of online services and the atmosphere of the online stores are described as important avenues that will advance research in this area.

Payam Assadi Moghaddam & Tobias Fedak studied "Impact of the Covid-19 pandemic on consumer buying behavior compared to online purchases".shopping in Sweden" (2022). The short explanation is Covid-19 pandemic is responsible for changes in buying behavior. However, as mentioned earlier in analysis, the Covid-19 pandemic is not the main cause of impact on major change in buying behavior in Sweden. This increase is mainly due to them perceived behavioral restrain and approach towards online shopping. As noted by most respondents, they made online purchases before the Covid-19 pandemic and got used to it because of its time saving,

accessibility, readiness, price, etc. However, out of all the participants, some said they made more purchases online during the pandemic than in the past. This small increase among our participants was partly because clients have isolated themselves socially by being respectful and listen to government approvals and roles related to Covid-19.The Covid-19 pandemic has enhanced businesses like home delivery services. However, in compared to influences such as convenience and time saving, it has no significant effect influence on the online shopping behaviors of Swedish consumers.

Muhammad Adama , Mahdani Ibrahima, Sofyan Idrisa , Jumadil Saputrab and Teuku Roli Ilhamsyah Putraa (2022) studied the impact of e-marketing on consumer buying decision process during covid 19 pandemic in one of the provinces of Indonesia. The results showed that e-marketing completely and substantially affects consumer buying decisions. Perceived risk plays a accelerating role in the association of supposed effectiveness and ease of use on consumer buying decision process.

Nguyen Thi Mai Anh, Thi Hue Nguyen and Hieu Hoc Le conducted the study "Online shopping related to perception, attitude and Subjective norms during the COVID-19 outbreak:The case of Vietnam"(2022).All over the world, specially in Vietnam, people have been motivated to get creative online consumptions since the COVID-19 pandemic, which begun in early 2020. Issues though during the period of 2020-2021, Vietnam has experienced the evolution of the COVID-19 pandemic noteworthy increase in e-commerce, both in terms of operators and income, contributing significantly to national economic growth. The purpose of this study was to examine how COVID-19 affects Online purchase decision of Vietnamese customers. However, the desire to make an online buying is negative and had only a insignificant effect on observed risk. Online shopping behavior is clearly influenced by intend to consumption online. In particular, the perceived risk of COVID-19 changes dramatically affiliation between perceived helpfulness and perceived serviceability and online purchase intention, but only slightly modified the relationship between attitudes, independent norms, and supposed risk and online buying purpose. Using a combination model of acceptance theory (TAM) and theory of Patterns of planned behavior (TPB) with COVID-19 as an model variable, the study counts to body of knowledge by providing realistic results.

By Alireza Adibfar, Siddhartha Gulhare, Siva Srinivasan a, and Aaron Costin, "Analysis and modeling of changes in online shopping behavior due to the Covid-19 pandemic: Florida case study" (2022). Online buying and e-commerce have revolutionized company structures and ushered in a new era in people's lives. Demand rises as a result of online shopping's accessibility to a wide range of goods and simplicity of delivery. Many large vehicles must be on the road for delivery in order to keep up with the escalating demand. The majority of the roads and bridges were planned and constructed in the 19's, before internet shopping had evolved, when the road infrastructure was not prepared for such quick change. bright. The ongoing proliferation of heavy vehicles on the road may make the deterioration of bridges and other structures like roads worse. The continuous Covid-19 pandemic is changing people's behavior, so it's important to observe new buying habits and determine whether the trend will be permanently altered. whether consumers purchase in-store and online. This study looks at 2017 NHTS data first to identify characteristics that are indicative of online shopper behavior. The effect of Covid-19 on users' online buying behavior before, during, and after the Covid-19 pandemic was then investigated by a survey. Through descriptive analysis and detached choice development of user responses, 206 data records were lit in order to identify the most crucial factors driving users' online shopping behavior. People have a tendency to go back to the store after a pandemic, according to the results of the descriptive analysis and discrete choice model. According to the study's findings, online and in-person purchases will be balanced after the pandemic and will continue to trend in the same direction as they did before it.

IVAN KELI's study from (2022) was to evaluate the attitudes and feelings of Generation Y participants, determine the qualities that are essential when choosing a good or service, and uncover the same group's purchasing patterns. The study's findings suggest that understanding Generation Y's purchasing habits is crucial for a business object to be as commercial as feasible. This work of art is outstanding and self-aware. Due to the observed generation's greater technical innovation compared to

earlier outputs, marketing messages aimed at it must be effective, self-aware, and current.

Veronika Svatosova's "Importance of Online Shopping Behavior in E-Commerce Competitive Strategy Management" (2020). In this study, a total of 15 online buying behavior factors were examined for their potential to impact the strategic management of e-commerce appeal. The article's primary goal is to assess the influence of many aspects of online consumer behavior on the strategic management procedure in e-commerce. Secondary data analysis, a questionnaire survey of a chosen group of e-commerce businesses, a critical analysis, and a quality review of the elements that govern online buying behavior used in practice are the key research methodologies employed in this study. The main factors that affect how an e-commerce strategy is developed and implemented are factors that all e-commerce enterprises, regardless of size, recognize for what they are important and what effect they actually have. It may be concluded that the type of strategy and procedure for the strategic management of e-commerce attractiveness corresponds to the significance and quality of the factors that influence online buying behavior.

"Research on factors limiting consumers' online shopping behavior" was written by **Bindia Daroch, Gitika Nagrath, and Ashutosh Gupta(**2020) Examining consumer attitudes toward online shopping as well as the many obstacles to it is the goal of this study. The purpose of the study was to find out what problems clients had when making purchases from online merchants. According to the findings, a total of six factors—fear of banks and trust, the convenience of traditional retail over online retail, reputation and subpar service, experience, insecurity and false product information, and a lack of trust—were recognized as factors preventing customers from making purchases from online websites.

Dr. Atul A. Agwan. conducted a study entitled "ANALYSIS RESEARCH ON CONSUMERS' ONLINE SHOPPING SPECIAL REFERENCES TO CENTER OF INDIA" was carried out in (2016).The study's final summary revealed that central India's e-commerce business is fairly well-liked and expanding. Although B2B and B2C services are expanding rapidly in Central India, it turns out that conventional shopping is still highly common and well-liked.Shopping with enthusiasm while meandering the streets brings about a lot of satisfaction. The discovery of the market's

aroma, especially in the evening, lifts the spirits. Another significant feature that encourages the purchase of the Product is haggling with vendors. Direct interaction between customers and businesses fosters trust and confidence.

Sanjeev Prashar, T. Sai Vijay, and Chandan Parsad (2017) investigated the influence of website indications and online buying values on consumer behavior. They gathered information from numerous cities, including Bengaluru, Mumbai, Delhi, Calcutta, and Hyderabad, based on survey techniques. The focus of the study was on the fulfillment of online orders, and it became clear that both internal and external factors had a significant influence on customer satisfaction with the website. It was determined that website satisfaction plays a significant part in the formation of shopping habits and values.

Simona Vinerean, Iuliana Cetina, Luigi Dumitrescu, and Mihai Tichindelean (2013) examined how social media marketing affected the behavior of online shoppers. In an effort to understand how social media affects online buying behavior, the author monitored selected social media users' online activity. Finally, it became apparent that this was having a real effect. It created and launched numerous approaches for marketers to create effective online marketing strategies.

Research Gap:

As observed from various studies which have been conducted as a part of literature review it has been observed that they have provided various views regarding online shopping. I would try to develop a study which would focus on the online shopping behavior of individuals in Gujarat during pandemic . This would be unique research it its type as it is conducted for the very first time after covid and there might be new insights reflected after exploratory study has been conducted which can lead to conclusions and recommendation which will open more ways for future shopper and entrepreneurs.

Research Methodology

As a part of research methodology, we are going to use mix approach. For collection of secondary data will make use of various books related to consumer behavior and marketing. Will also make use of previous research articles where research have been done previously on similar or parallel grounds. Referring to various research articles from various Consumer behavior research Journals. Further some to collect the primary data will make use of structured questionnaire. Target audience would be those individuals from various states of Gujarat who purchase varieties of products online. Samples size would be nearly 600 to 700 respondents and to conduct data analysis we will make use of statistical techniques like Analysis of Variance(ANOVA) and Multiple Regression.

Tentative Chapter Plan

Chapter 1: Introduction and Overview of the thesis

Chapter 2: Review of Literature

Chapter 3: Research Methodology

Chapter 4: Data Presentation and Data Analysis

Chapter 5: Conclusions and Future recommendations

Bibliography

Annexure

Visible Research Outputs

Results and conclusions which would be obtain after completing the research will be understanding the consumer behavior based on demographics and various factors which will influence the Online shopping especially during pandemic situations. There would be various recommendation at the end of the research which may serve as a guide for various Online retailers in terms of improving their services.

Future Plans

Year 1 : Development of topic , Review of Literature , Structuring the questionnaire

Year 2 : Collection of data , Coding of Data and Data entry

Year 3 : Analysis of data , Development of Model, Working on Findings and Recommendations

Year / Activity		1	2	3
Introduction				
Review of Literature				
Collection of Data				
Data coding and Data Entry				
Data presentation and Analysis				
Model development				
Writing the findings &Thesis Finalization				

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